

CREATE THE FREEDOM

YOU'VE ALWAYS WANTED WITH
YOUR FITNESS BUSINESS



Karry Levine
Altitude Pole & Fitness
Christchurch, New Zealand
Client since 2016



PROTM

A letter from our CEO

Dear Friend,

Thank you for expressing interest in the NPE PRO™ program. NPE is the leading fitness business coaching company that empowers fitness business owners to grow their business and create the life they want. We do this through business coaching that includes one-to-one and group coaching, online education, tools and templates, technology, live events, and a supportive community that's accessible to every NPE PRO™ client.

How is the NPE PRO™ program different from other solutions out there? Unlike simple online courses and marketing agencies/services that serve the fitness industry, the NPE PRO™ program is the only one that digs into the real numbers that drive long-term success and stability in business.

Growing a business is very much like fitness. Many people purchase fitness books, DVDs, and gym memberships (or even go to the gym and walk on the treadmill every day), yet fail to ever achieve significant fitness or weight loss goals of any kind.

It's only when they invest in hiring (and commit to working with) a coach to get an assessment, design a program, and do the "hard yards" of actually changing their habits and lifestyles ... that they finally achieve the life-changing results they want.



The same is true in business. And although the journey in the NPE PRO™ program isn't always easy, it will work and deliver the long-term results you want as long as you stay focused and remain disciplined following the program.

Learn how we've helped fitness business owners like you by supporting them through the NPE PRO™ program. Then take the first step toward growing your business, achieving your goals, and living your dreams by applying for the NPE PRO™ program at npepro.com/apply.

Committed to your success,



A handwritten signature in black ink that reads "Sean Greeley". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Sean Greeley, NPE CEO

LEAD AND EMPOWER

A TEAM TO MANAGE DAY-TO-DAY OPERATIONS



Create the stability and freedom to balance your work and personal life.

It's time to get results through other people.

There's only so much you can do yourself, so your vision to reach more clients will require others to join your efforts. If you succeed, you'll be able to impact more clients' lives than ever before.



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WATCH OUT FOR 'THE WALL'

That's the personal limitation
of the fitness business owner.



As your business grows, you need to develop new sets of skills.

Being a strong individual contributor—even being able to individually do every job in your company—is no longer enough. If you can't get results through other people, your fitness business will hit a wall. And you and your business won't get past it. You'll have to grow yourself to grow your business.

Apply now at npepro.com/apply

UNCLEAR GOALS AND DIFFICULTY COMMUNICATING ...

When you can't create clarity for others, you can't lead your team to solve problems on their own.

The more you say, "I can just do it better, myself," the worse the business situation will get.

Instead, you'll have to clearly communicate your goals to them.

You'll need to get their buy-in.

And ultimately, yes, you'll need to lead them in a way that inspires them to achieve results needed for success.

YOUR BUSINESS IS SUCCESSFUL ...

But you still have to be there constantly and don't yet have the freedom you want.

It can seem odd to build a successful business only to find a new set of challenges.

You end up tied to the job and don't have the freedom you want for family, friends, vacations, and to pursue long-ignored interests and hobbies.

WE'VE FELT IT, WE'VE HEARD IT, AND WE'VE SEEN PEOPLE (GET CRUSHED AND) CRUSH IT.

We know the way around, through and over these challenges.

You can get to a place where you can empower a team to continue growing your business, whether you are there or not.

You'll have the freedom you want.

This is an exciting journey. There's nothing like it.



NPE CEO Sean Greeley encourages NPE PRO™ clients to ask themselves the hard questions, so they can get the freedom they want while their business continues to thrive.



WE'VE GUIDED FITNESS BUSINESS OWNERS TO
**NEW LEVELS
OF SUCCESS**
OVER AND OVER AGAIN

NPE is the leading fitness business coaching company
for business owners to grow their business and create the life they want.
Since 2006, we've racked up the following achievements:



Apply now at npepro.com/apply

Our Coaching Process™

Our proven, long-term fitness business success process includes:



1

Clarify your vision

Do you know where you want to go in your fitness business?

Not just survive. Not just get by. Not settle.

We mean do you know where you REALLY want to go?

Getting clear on your vision is the first step of our coaching process.

Assess where you are now

The next step: Determine where you are now.

Get a clear understanding of what is working and what isn't in each area of your business.

Based on those answers, identify priorities and define what counts as success.

Once you know where you are and where you want to go, together we'll come up with a step-by-step plan to move forward in each area of your business.



2

Take action

Knowledge isn't enough. Action is key.

You'll get the systems, tools—and most important—the support you need to succeed.

You will study core modules in multiple areas of business and personal development. You'll then implement proven systems and tools in each area of your business.

And get challenged to become your best by coaches with a proven track record of success.



What the NPE PRO™ program includes:

Over the past 11 years, we've developed proven systems and tools we share with our clients to grow in all areas of their businesses.

In the NPE PRO™ program:



You'll get one-to-one coaching with one of our NPE fitness business experts



We'll train two of your staff members in our program strategies and tools



One of our coaches will visit your facility and spend a day with you and your staff



We'll provide you with access to our group coaching calls in a workshop format



You'll get access to two of our live mastermind events



You'll receive free tickets to NPE workshops and conferences each year



You'll gain access to a network of like-minded business owners from across the world

CAN YOU COMMIT?

This program isn't for everyone. NPE PRO™ is only for people who are ready to lead their teams to new levels of success. If that's you, we'd love to hear from you.

Apply to our NPE PRO™ program if you have the following:

- You have (or can get access to) \$25,000 or more in working capital or cash reserves
- You are willing to grow yourself to create a team that supports your clients and business in day-to-day operations
- You are committed to long-term success and not looking for a quick monetary fix
- You are open to narrowing your focus to increase your net profit
- You are ready to build a company driven by purpose and fueled with a strategic plan.



Success comes from doing what others aren't willing to do—in this case, to learn what you need to learn and to do what you need to. That is what will separate you from fitness business owners whose businesses have hit the wall and stopped growing.

Only you can make the commitment to your business, to yourself, to your loved ones, and to your future.

MAKE THE COMMITMENT AND ACHIEVE YOUR GOALS



UNSUCCESSFUL RESULTS ... DON'T LET THIS HAPPEN TO YOU

Frustration.

That's what happens if a fitness business owner doesn't make the leap to the next level.

The staff churns, so you pay the time, energy and expense of recruiting, hiring, and training staff - only to have them leave again. They then complain online.

You keep getting pulled back onto the floor, are forced to make decisions down to the most basic level of the organization, and can't take a holiday (ever).

You may even feel like a prisoner to a business you once loved.

If these overwhelming business demands continue, you could face negative consequences to your relationships and health.



WHAT SUCCESS LOOKS LIKE

The joy of freedom.

That's the biggest emotion at the NPE PRO™ level.

Everything doesn't stop because you need to make a decision.

Staff can handle day-to-day operations, and not only that, the business actually grows when you're not present. Your staff is empowered to make decisions - they are trained as you'd want them trained.

And you'll have greater confidence in your own abilities to lead, and your own mastery of the management and financial systems necessary to continue to expand.

You will get the systems and tools you need. You will get the support from coaching and from the NPE community at your level (and above).

And then the change starts happening ... more clients, more sales, more profits ... and more freedom.



NPE client Karry Levine (middle) doubled business across two locations and got more time to do things she loves. Now she's NPE 2017 Asia-Pacific Client of the Year.

WHAT THE FUTURE LOOKS LIKE



Successful NPE PRO™ clients create the freedom to do what they love. Here, Karry Levine (Altitude Pole & Fitness, Christchurch, New Zealand) spends time with her family.

You'll also have greater range of freedom in what you choose to do next.

You'll spend more time with family and friends, and pursue other interests.

Having taken your business to this level, you'll be excited about what the future brings.

They turned around their business, now you can, too ...

Join us. Here are a few success stories from our clients:



JULIE CUNNINGHAM



Active Mum
Sydney, Australia

Result: Worked long hours until she got the right systems and support in place.

In 2008, Julie recognised a gap in the fitness market. There were not enough fitness programs for mothers-to-be. So she created her own program called Active Mum. She developed a website and started teaching at a community centre.

Active Mum grew quickly, and although she had moved into her own facility, her business was losing \$10k per month and her life was starting to fall apart.

With the help of the NPE PRO™ program, Julie created an action plan to get her business and life back on track. In just six months, she fixed her margins, started putting in systems for trainers and admins, and implemented the NPE AUTO-CLOSER® Sales System.

Julie's margins went from 15% to 65%, her average ticket price grew from \$190 to \$1,976, and her monthly revenue increased from \$10k to \$35k.

Now she's helping more Active Mums than ever.





YANI & RAD BURMEISTER



Unity Gym
Sydney, Australia

Result: Debt and taxes nearly sunk their business; new marketing strategies brought them back.

Yani and Rad Burmeister used to work all the time in the gym. The threat of debt and unpaid taxes hung over them.

Now they are able to spend much more time with family and friends, and take holidays.

They were ready to pack it in and shut down.

They changed their marketing strategies, clarified their ideal clients, and created profitable pricing and packaging programs.

The result is they came back from the brink, got out from under the debt and taxes, and reduced their stress level.

“I have the time and freedom and flexibility to take my son to daycare every morning and pick him up in the evening. I spend much more time with my partner, Kaliesha, who also works with us,” Yani said.

“I still work long hours, but my work is something I thoroughly enjoy and it fulfills me,” said Yani.



KARRY LEVINE



Altitude Pole & Fitness
Christchurch, New Zealand

Result: Accountability helped her make the tough decisions needed to double her business.

Karry Levine has been an NPE client since 2016. Over 12 months, Karry and her team have more than doubled their business across two locations while taking more time off to do the things they love to do and spend time with family.

“NPE gave me hope. Here was someone saying that a pole studio could make money. And I could do something I loved and get rewarded for it. And that there were options out there.”

“When I first joined NPE, we had 50 members, all on 10-packs, 20-packs, just doing the occasional classes. Now, we have 285 members, all on contracts from three months to 12 months.”

“There’s so many benefits to having a coach ... having someone to hold you accountable for making the tough decisions is really important. And just having someone there to guide you along the way ... and to encourage you to take the steps that might be too scary to take if you didn’t have that cheerleading support.”



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Lead a team to grow your fitness business by
applying to the NPE PROTM program now

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